

OUTLINE MINUTES

Lodging Tax Advisory Committee

(Name of Committee, Board, Task Force, Commission)

Date: July 10, 2008 Time: 8:30 am Location: Exec. Conf Room, Civic Ctr.
 Scribe: Karen Scott

Members Present: Sue Braaten, Janice Denton, Randy Fortier, Kathy Franklin, Cheri Johnson, Lauren Lund, John Moist, Derek Young, Warren Zimmerman

Staff Present: Karen Scott

Guests: Tammy Blount- Tacoma Regional CVB, Jennifer Kilmer- Harbor History Museum, Bob Sullivan- GH Arts Commission

Topic	Recommendation/Action	Follow-up (if needed)
Red Pen Project	Each committee member asked to provide feedback on the previous strategic plan.	Make any changes or additions you would like to see, in red pen, and return to the marketing office. Lauren will work on new long term strategic plan throughout the next few weeks.
Arts in Public Places Survey	Bob Sullivan presented the committee with the art commissions plan for gathering information for placing art in public places.	LTAC asked to provide feed back via survey to the arts commission, each committee member asked to complete a survey individually.
Budget Topics- Advertising, Public Relations, TRCVB, Skansie House VIC	Lauren presented the budget for advertising 2009 and spoke about what is in mind for the budget to date. Lauren displayed the current running ads. Randy Fortier explained how the next year WA state visitor guide will be two different publications. Warren Zimmerman presented the committee with info on the map project that the chamber is working. Tammy Blount shared information on the map network program that the TRCV uses. Lauren discussed her public relations plan for the year of 2009 and the museum opening. John Moist	Lauren and Warren will meet to discuss working cooperatively on the map project.

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	<p>shared that the Skansie ad hoc committee has come up with recommendations for the center and he will be making presenting them to the community August 27th. Derek Young shared information and updates on the recent changes at TRCVB. Tammy Blount presented the proposal for funding for 2009 budget as well as the most recent strategic plan and goals for the CVB and the entire county 2009-2015. Sue Braaten has been selected and voted on to replace Derek on the TRCVB board. Tammy explained the Tourism Promotion Area and what the Pierce County Lodging Association.</p>	
Trolleys	<p>Laureen explained the trolleys have been removed from the budget. Pierce Transit has put together a group to meet about the same topic, meeting to be held September 15th.</p>	<p>Sue and Laureen will attend the Pierce Transit meeting in September.</p>
Main Street	<p>John talked about the GHHWRA and solicited members.</p>	
Laureen set the next meeting		<p>September 11 at 8:30 UPDATE MEETING CHANGED TO 9/18 8:30 Comm Rooms A & B</p>